As a professional in the sales industry, and someone who spends a lot of time on the road, XM has become a great product. Not only do I get to listen to the music I want to, (which keeps drivers from constantly looking at the radio, instead of the road, while channel surfing). The added benefit of being able to tune into a city specific weather and traffic channel right away is priceless.
I just bought a new car and a major factor in the purchase of that car was whether or not XM was a factory option.